

## ***SoCalGas Energy Conservation Communications Plan*** **FILED**

In response to the March 15, 2016 Ruling of Assigned Commissioner Carla Peterman, SoCalGas has developed a targeted marketing, education, and outreach campaign to promote gas and electric conservation and accelerate participation in utility energy efficiency and demand response programs throughout SoCalGas' service territory.

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### **SoCalGas Energy Conservation Communications Plan Will Provide an Effective and Efficient Platform for Customer Engagement**

- **Consumer Education:** Educate energy consumers across all sectors on the interdependence of natural gas and electricity generation, the need to reduce consumption during periods of peak demand, and the creation of sustainable changes in consumption habits.
- **Comprehensive Engagement:** Employ an enhanced engagement model focused on the ability of social and other digital media channels, in conjunction with targeted traditional media offerings, to establish a platform that enables a two-way engagement with energy consumers.
- **Call to Action:** Engage energy consumers with messaging to develop a common stake that facilitates specific and targeted calls for conservation, energy efficiency, and demand response.
- **Content Leveraging:** Provide a mechanism for well-focused messaging, in coordination with CAISO and Southern California electric utility partners that leverages the Flex Alert brand to reduce energy demand in real time in the specific areas where reductions are needed.
- **Ready to Implement:** Partner with ICF International, Olson and the PulsePoint Group to finalize SoCalGas' campaign approach—SoCalGas stands ready to implement the campaign upon approval from the Commission.

### **SoCalGas Is Coordinating With a Broad Coalition of Stakeholders**

- **Utility Partnership:** SoCalGas is actively collaborating with Southern California electric utility partners to develop an integrated communications strategy that includes cohesive messaging, coordinated outreach, and brand leveraging opportunities.
- **Brand Integration:** SoCalGas is working closely with CAISO to integrate the Flex Alert brand into its campaign to increase awareness and broaden the reach by leveraging additional earned media placements.
- **Community Outreach:** The campaign will leverage Community Based Organizations (CBOs) as an integral channel to educate, distribute collateral materials, and enhance the call-to-action in the communities they serve.

### **SoCalGas Will Leverage and Enhance its Existing Customer Engagement Platforms**

- **Owned Media:** Leverage a custom microsite, and active social media channels including Facebook, Twitter, and Instagram, in addition to optimized customer relationship management engagement, including targeted SMS and email outreach.
- **Paid Media:** Highly targeted messaging to custom-built audience segments, including use of social, digital, radio, and local community newspaper channels.
- **Earned Media:** Proactive media outreach strategy utilizing coordinated messaging, content delivery, and media events with CAISO and Southern California electric utility partners.
- **Customer Outreach:** SoCalGas' Account Executives will work with large commercial and industrial customers to identify cost-effective energy efficiency projects that can be implemented quickly.

### **SoCalGas Proposes a Budget of \$5 - \$6 Million to Implement its Robust Ratepayer-Funded Campaign**

- **Cost-Effective Strategy:** In order to influence consumer behavior, the campaign leverages a two-way conversation and engagement enabled by social and digital media, which is more cost-effective than unidirectional advertising.
- **Media Channel Leveraging:** The focus on integrated messaging with CAISO and Southern California electric utility partners will allow the campaign to leverage significant earned media opportunities.